

# Recycle and Win Prizes!



## America Recycles Day

November 15, 2004



### Key Messages

#### Support Recycling

- ◆ Saves energy
- ◆ Conserves landfill space
- ◆ Saves natural resources
- ◆ Creates less pollution
- ◆ Creates jobs
- ◆ It's the law!

#1

1) Support recycling

2) Buy recycled content products

3) America Recycles Day pledge and prizes

#2

#### Buy Recycled Products

- ◆ You can create demand for recyclables by buying products with recycled content
- ◆ Raises value of recyclables
- ◆ Closes the Loop



#3

### Pledges and Prizes

- ◆ Fill out pledge card – “I Pledge to Recycle and Buy Recycled Products”
- ◆ One pledge card is used in all prize drawings. The card is entered into drawings for prizes:
  - ◆ Local
  - ◆ National
  - ◆ State

#### Local Prizes

- ◆ Schools with highest participation rates win prizes from Chase-Pitkin and a Perry's Ice Cream party
- ◆ Additional schools win a Perry's ice cream party for whole school:
  - ◆ Scooped ice cream
  - ◆ Assorted toppings
  - ◆ Served by teachers and board members
- ◆ Drawing at Chase-Pitkin (Mt. Read Blvd, Greece) for above prizes and Kodak cameras on November 14.

#### National Prizes

- ◆ A 2005 Ford Escape hybrid vehicle
- ◆ 5 – Trek 24 speed aluminum Bikes, model 4300

#### State Prizes

- ◆ Orlando trip for four (Disney, Sea World, etc.)
- ◆ Kodak Cameras
- ◆ Recycled-content outdoor furniture
- ◆ Air Conditioner

#### Last Step!

**Make your pledge to:**  
1) Support Recycling; and  
2) Buy Recycled Products

For Our Children's Future...



Buy Recycled Today



# America Recycles Day in Western New York Needs You!



**A**merica Recycles Day (ARD) is a national campaign geared to increase the purchase of recycled content products and recycling throughout America so that we conserve natural resources for future generations. It strives to make consumers aware of the importance of “buying recycled” and to emphasize the message that you are really not recycling unless you buy recycled products. The theme for the national ARD campaign is “*It all Comes Back to You*”. Our local campaign encourages Western New Yorkers to make a pledge to support recycling and increase their purchases of recycled content products.

**What do we want you to do?** Help us promote recycling and the purchase of recycled-content products by coordinating a 15-minute recycling activity in as many classrooms as you can. You can do this yourself or ask your ecology class or local scout organization to do it.

**What is the activity?** A five minute presentation followed by 10 minutes for students to fill out a pledge card. Electronic versions of this poster, pledge cards and a **presentation you can use** can be found on the Monroe County web site ([www.monroecounty.gov](http://www.monroecounty.gov)) under *Environmental Services / Reduce, Reuse, Recycle / America Recycles Day*.

**What's in it for your school?** The schools (individual schools not the district) with the highest percentage/number of students filling out cards can win an ice cream party for the whole school.

**What's in it for the students?** They learn why it's important to support recycling and buy recycled content products. **Their individual pledge cards are also eligible for prizes at local, state and national levels.**

## How does the process work?:

1. Make the presentation to as many classrooms as you can.
2. Collect pledge cards for whole school
3. **Mail them by November 8, 2004 to:**  
50 West Main Street, Suite 7100  
Rochester, NY 14614  
Attn: Karen Farrell

**Where can you get further information?** New York State has developed a 36-page booklet which contains America Recycles Day lessons and activities for you to share with your students. The booklet is available on the state web site ([www.dec.state.ny.us/website/dshm/redrecy/teachhom.htm](http://www.dec.state.ny.us/website/dshm/redrecy/teachhom.htm)). This web page provides a variety of information you may find useful for your presentation.

## **Who can I call if I have questions?**

George Thomas, Eastman Kodak Company—(585) 722-5264

*Western New York America Recycles Day Planning Committee*

